ORDER

Orders Order / Rev: 712241 06308254 Alt Order #: #3220 AFSCME Product Desc: WKYC 3220 Estimate: 09/12/12 - 09/23/12 Flight Dates: Primary AE: Dan Foster Sales Office: Original Date / Rev: 09/07/12 / 09/07/12 T-CHI Order Type: Political Sales Region: NAT Adelstein & Assoicates Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 222 W Ontario Ste 600 Billing Cycle: EOM/EOC Chicago, IL 60610 Agency Commission: 15% Advertiser Name: **American Federal State County Munic** A25-54

Demographic:

Product Codes: IS-Issue/Non Ballot, IS-Candidate/US

Priority: P-2

Revenue Codes: AGY, GEN, POL New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	
08/27/12	09/23/12	41	\$102,700.00	\$87,295.00	

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$102,700.00	\$87,295.00	0.00
Totals	41	\$102,700.00	\$87,295.00	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	19%	\$102,700.00
Market	100%	\$540,526.32

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	29%	\$156,752.63
WJW	14%	\$75,673.68
WOIO	35%	\$189,184.21
WUAB	3%	\$16.215.79

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
E 1 WKYC	09/12/12	09/14/12	M-F 7-9a Today	CM	7a-9a	WTF	:30 3	\$2,500.00 P-1	0.00 NM	3	\$7,500.00
			Today Show								
TODAY	SHOW										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/	10/12	09/16/12	WTF	3	\$2,500.00	0.00					
E 2 WKYC	09/15/12	09/15/12	SAT TDY	CM	7a-9a	S-	:30 2	\$2,500.00 P-1	0.00 NM	2	\$5,000.00
			NBC Today Show	v (Sa)							
SAT TO	DAY										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/	10/12	09/16/12	S-	2	\$2,500.00	0.00					
E 3 WKYC	09/12/12	09/14/12	M-F 3-4p	СМ	3p-4p	WГF	:30 4	\$800.00 P-1	0.00 NM	4	\$3,200.00
			The Doctors								
DOCTO	RS										

Print Date: 09/07/12 16:00:00 Page 2 of 3

Order / Rev: 712241 Advertiser: American Federal State County Municipa

Alt Order #: 06308254 Product Desc: #3220 AFSCME WKYC

Flight Dates: 09/12/12 - 09/23/12 Estimate: 3220

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 3 WKYC	09/12/1	2 09/14/12	M-F 3-4p	CM	3p-4p	WTF	:30	\$800.00 P-1	0.00 NM	4	\$3,200.00
DOCTO)RS		The Doctors								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WГF	4	\$800.00	0.00					
E 4 WKYC	09/12/1	2 09/14/12	M-F 4-5p	CM	4p-5p	WTF	:30	3 \$1,000.00 P-1	0.00 NM	3	\$3,000.00
ELLEN			Ellen Degeneres								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/	/10/12	09/16/12	WГF	3	\$1,000.00	0.00					
E 5 WKYC	09/12/1	2 09/14/12	M-F 5-6p	CM	5p-6p	WTF	:30	2 \$2,000.00 P-1	0.00 NM	2	\$4,000.00
DR.PHI	L		Dr. Phil								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WГF		\$2,000.00	0.00					
E 6 WKYC	09/14/1	2 09/14/12	Fri Prime C	CM	10-11p	F	:30	1 \$8,000.00 P-2	0.00 NM	1	\$8,000.00
DATEL	INE		Fri Prime C								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	F	1	\$8,000.00	0.00					
E 7 WKYC	09/16/1	2 09/16/12	Post NFL News	CM	Various	S	:30	1 \$4,500.00 P-1	0.00 NM	1	\$4,500.00
NEWS			LN Sun Follows N	NFL							
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	S		\$4,500.00	0.00					
E 8 WKYC	09/15/1	2 09/15/12	Saturday Night Li		1130p-107a	S-	:30	1 \$3,000.00 P-1	0.00 NM	1	\$3,000.00
SNL			Saturday Night Li	ve							
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	S-	1	\$3,000.00	0.00				_	
E 9 WKYC	09/12/1	2 09/14/12	M-F 9-10a Today Today Show II	II CM	9a-10a	WГF	:30 3	3 \$1,200.00 P-1	0.00 NM	3	\$3,600.00
TODAY	SHOW	2	roday Sriow ii								
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 09/		09/16/12	WTF		\$1,200.00	0.00	00		0.00.104	,	# 4 000 00
E 10 WKYC	09/16/1	2 09/16/12	Browns Pre-Game Browns Pre-Game		1130a-12p	S	:30	1 \$1,200.00 P-1	0.00 NM	1	\$1,200.00
BROW	NS HUDE	DLE	Biowns i ie Cam	o i idadio							
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	S		\$1,200.00	0.00	.20	t	0.00 NIM	4	¢o ooo oo
ETT WKYC	09/16/1	2 09/16/12	Football Night in A		Various	S	:30	1 \$8,000.00 P-1	0.00 NM	1	\$8,000.00
FTBL N	IGHT		. cottour riigin iir								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	M-F 7-9a Today	CM	\$8,000.00 7a-9a	0.00 MTWTF	:30 2	\$2,500,00 B 1	0.00 NM	2	\$5,000.00
L 12 WKIC	09/17/1	2 09/21/12	Today Show	Civi	ra-sa	IVII WIII	.50 2	2 \$2,500.00 P-1	U.UU INIVI	۷	φ5,000.00
TODAY	SHOW		,								
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating					
Week: 09/ E13 WKYC		09/23/12		CM	\$2,500.00 3p-4p	0.00 MTWTF	:30 3	3 \$800.00 P-1	0.00 NM	3	\$2,400.00
L 13 WK10	03/17/1	2 05/21/12	The Doctors	Olvi	ор тр	WII WII	.00 .	φουσίου 1 - 1	0.00 14101	3	Ψ2,400.00
DOCTO											
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u>	Rating 0.00					
E 14 WKYC				CM	\$800.00 4p-5p	0.00 МГWГF	:30 3	3 \$1,000.00 P-1	0.00 NM	3	\$3,000.00
wiki O	55,1771	_ 00,21,12	Ellen Degeneres	OW	۰۲ ۷۲	1111	.00	¥1,000.001 -1	0.00 14101		ψο,σσσ.σσ
ELLEN		<u>.</u>			_	5					
<u>Sta</u> Week: 09/	rt Date /17/12	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$1,000.00	Rating 0.00					
E 15 WKYC				CM	5p-6p		:30 2	2 \$2,000.00 P-1	0.00 NM	2	\$4,000.00
		. –		-		**	_		- '		. ,

Print Date: 09/07/12 16:00:00 Page 3 of 3

Order / Rev: 712241 Advertiser: American Federal State County Municipa

Start Date

Week: 09/17/12

End Date

09/23/12

Weekdays

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Spots/Week

Rate

1 \$10,000.00

Rating

0.00

Alt Order #: 06308254 Product Desc: #3220 AFSCME WKYC

Flight Dates: 09/12/12 - 09/23/12 Estimate: 3220

Inventory Code Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots M-F 5-6p Dr. Phil DR.PHIL Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--09/23/12 Week: 09/17/12 \$2,000.00 0.00 E 16 WKYC 09/17/12 09/23/12 M-F 6-730pm/SS 6MTWTFSS EN (M-Su) СМ :30 \$3.800.00 P-1 0.00 NM \$3,800.00 Early News (M-Su) (6:00 PM-6:30 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 MTWTFSS \$3,800.00 0.00 E 17 WKYC 09/21/12 09/21/12 Fri Prime C СМ 10-11p ---F--:30 1 \$8,000.00 P-2 0.00 NM \$8,000.00 Fri Prime C DATELINE Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 ---F--Week: 09/17/12 \$8,000.00 0.00 E 18 WKYC 09/23/12 09/23/12 Post NFL News :30 \$4.500.00 P-1 0.00 NM CM Various ----S \$4.500.00 LN Sun Follows NFL **NEWS** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/17/12 09/23/12 0.00 \$4,500.00 E 19 WKYC 09/22/12 09/22/12 Saturday Night Live CM 1130p-107a ---S-:30 1 \$3.000.00 P-1 0.00 NM \$3,000.00 Saturday Night Live SNL **End Date** Spots/Week Start Date Weekdays Rating Rate Week: 09/17/12 09/23/12 - - - - S-0.00 \$3,000.00 E 20 WKYC 09/17/12 09/21/12 M-F 9-10a Today II CM 9a-10a MTWTF--:30 1 \$1,200.00 P-1 0.00 NM \$1,200.00 Today Show II (9:00 AM-10:00 AM) **TODAY SHOW 2** Weekdays **End Date** Spots/Week Rating Start Date Rate MTWTF--Week: 09/17/12 09/23/12 \$1,200.00 0.00 E 21 WKYC 09/22/12 09/22/12 Notre Dame Football СМ Notre Dame Footb - - - - S-:30 2 \$2,800.00 P-1 0.00 NM 2 \$5,600.00 Notre Dame Football NOTRE DAME/MICHIGAN **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---S-2 \$2,800.00 0.00 E 22 WKYC 09/23/12 09/23/12 Browns Pre-Game Hudd@M ----S 1130a-12p :30 1 \$1,200.00 P-1 0.00 NM \$1,200.00 Browns Pre-Game Huddle **BROWNS HUDDLE** Weekdays Start Date **End Date** Spots/Week Rate Rating 09/23/12 ----S 0.00 Week: 09/17/12 \$1,200.00 E 23 WKYC 09/23/12 09/23/12 Football Night in AmericaCM 1\$10,000.00 P-1 Various ----S 0.00 NM \$10,000.00 Football Night In America FTBL NIGHT

Totals 41 \$102,700.00